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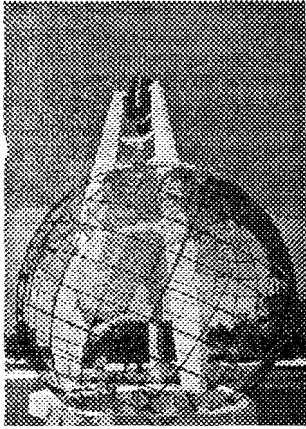
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GSUniverse

Governors State University's Weekly Newsletter

April 29 – May 3, 2002 Published by the Office of Public Affairs

*"Focus on the positive, and you will flourish" -Unknown
(Suggested by Brenda Montgomery)*

Bad News on the Budget

There have been serious proposals in Springfield to cut funding for higher education by up to \$300 million. That could translate into a double-digit cut for Governors State. President Stuart Fagan attended a special meeting of college presidents April 22 to develop a unified strategy to lobby for a more fair and realistic reduction for higher education. One of several major concerns is that some lawmakers have proposed significant cuts in the Monetary Award Program.

URGENT NOTICE TO STUDENTS ON FINANCIAL AID

Because some lawmakers have proposed major reductions in the state's Monetary Award Program, students are urged to submit their applications for financial aid as quickly as possible. Officials warn that the state may set an early deadline.

We're Not in Kansas Anymore, Toto

A few people have asked why the university has not yet launched its standard operating procedures for developing a final budget for fiscal year 2003. President Fagan noted the reasons in a memo to deans and directors dated April 24. He wrote, "In past years, our own internal budget-building procedures have been based on incrementalism and marginal reallocation. [But]...with the uncertainty we face for FY03, it is quite clear that a simple repeat of these...[historical]... procedures will be insufficient to meet the challenges we will face. Over the next two to three weeks, I will be working with the members of my cabinet to develop general plans and procedures for meeting the budget challenges we will face in FY03. During early May, each Vice President will meet with his or her unit heads to specify the application of those general plans and procedures in each unit." Jeff Slovak, associate director of planning, expanded on Fagan's memo. "We don't know what's going to happen with the state budget today. We probably won't know until the end of June, if then. We have no choice but to put questions of reorganization, restructuring, and re-allocation on the table and be ready for the worst-case scenario out of Springfield. Even though no decisions have been made, I know that statement will start the rumor mill spinning faster than a fan, but those are the facts, and everyone deserves to know them."

UPI Raises Its Voice

University Professionals of Illinois (UPI) recently distributed a broadside detailing the impact of the additional budget cuts some lawmakers have proposed. The impact of such drastic budget cuts would include layoffs, hiring and/or salary freezes, program cuts, fewer course offerings and steep tuition hikes. The faculty union is encouraging its members to contact lawmakers to urge moderation in reducing funding for education.

Physical Therapy Re-accredited

Governors State received verbal confirmation from the American Physical Therapy Association that our Physical Therapy program has received re-accreditation. "Congratulations to Sandra Mayfield, Russ Carter, and the faculty for a job well done," said Provost Paul Keys.

GSU ScholarSHIP Sails On

Dr. Bill Yacullo of the College of Health Professions, and a member of the editorial staff of the *Journal of the American Academy of Audiology*, received the JAA Editor's Award for 2001. He was recognized for his "unusually detailed reviews" in the areas of hearing science, diagnostic techniques, pediatric audiology, and speech perception.

Yes, Provost's Do Listen (sometimes)

Provost Paul Keys moved his office to the Hall of Governors on April 16 to meet with anyone who wanted to talk with him, answer questions, and get ideas on how to improve the university. He reports receiving a number of suggestions and recommendations. Here are a few. Establish a networking lab in a very well regarded academic program for hands-on work. Create hardware development courses at GSU, as prospective students now go to the privates or Purdue for this content. There is a real market for additional Microsoft certification courses – let's take advantage of the demand. There is a critical need for computer labs and other academic support for off-campus coursework (e.g., specific Thompson Center courses). Provide additional marketing support for multidisciplinary workshops. Keys said, "I heard the suggestions and regard the information discussed as very useful for future GSU planning. I'm already moving ahead on some of the ideas presented." He added, "And yes, I will set up shop in the Hall of Governors again. Personally, I found the experience valuable and worthwhile. And thank goodness no one asked me for directions."

So What's with Marketing?

Look for a final blitz in the enrollment campaign for the Spring/Summer trimester. Advertisements have already run in the community college papers, as well as in four-year schools' papers seeking reverse transfers. Prospects are now being bombarded with e-mails and contacted by telemarketers. In the remaining days before registration ends, there will be commercials on radio and advertisements in the *Southtown*, *Star*, *Herald News* and *Daily Journal*. To date, the efforts appear to be paying off. Larry Polselli, executive director, Enrollment Services, said, "It's like watching an NBA game. Everything happens in the last two minutes. At one point in April we were down eight percent from last year. Now we're down just two percent, with more than two weeks to go. We saw the same thing for the winter trimester. Down until the buzzer, and then up for the first time in three years." (*GSUniverse* will report on intermediate and longer-term marketing plans in next week's issue.)

People of Good Will in a Conflicted World Meet at GSU

While the war hawks scream for vengeance, some women unite for peace. Two of these women, Shulami Aloni, one of Israel's well-known female political activist, and Leila Shahid, the only woman ambassador for the Palestinian Authority, will hold a public forum at Governors State University to talk about Mideast peace through diplomatic means. The event will be held on Tuesday, April 30, 2002, from 1 p.m.– 3 p.m. in the Hall of Honors. The sponsors are the Governors State faculty union and University Professionals of Illinois. For more information, contact Rachel Berg at extension 4994.